

Press Introduction

Distribute this content (via snail mail and/or email) to local print publications, TV stations, radio stations and other assorted publications to let them know about your business and your qualifications.

[INSERT DATE HERE]

Name of Local Publication or Media Outlet
Editor's Name
Address
City, State Zip

Dear **[INSERT NAME]**,

My name is **[INSERT NAME OF CSP HERE]** and this letter is to introduce myself to you and your news staff as a potential resource for stories that relate to swimming pools, spas and hot tubs.

I have been operating my business at **[INSERT ADDRESS]** for more than **[INSERT NUMBER]** years. As an APSP CSP Certified Pool & Spa Service Professional, I hold the premier service and maintenance designation from the industry's leading trade association, the Association of Pool & Spa Professionals. To achieve this designation, I passed a rigorous exam covering all facets of service, upkeep, maintenance, safety and regulation.

Whenever you are looking for an expert on topics/issues related to swimming pools, spas, hot tubs, or even swimming, outdoor entertainment, and leisure, I would be happy to make myself available to assist you and your reporters.

Some story ideas/opportunities you may want to consider:

- Spring: Opening your pool for the season
- May: National Water Safety Month
- Summer: Outdoor entertaining and leisure
- Fall: Extending the summer; how to make your pool, spa or hot tub a year-round environment
- Evergreen: Pools and real estate Creative, artistic pool installations, outdoor kitchens
Should I add a pool to my home?
Green technology for pools, spas and hot tubs

If you have any questions or would like to reach me to discuss story ideas, my information is listed below. I have also included my business card for your future reference.

Contact information:

[Name of pool builder here]
[Address]
[City State Zip]
[My cell phone number]
[My email address]
[website address]

If you would like to have a preliminary conversation about how I might be able to provide professional resources to you, do not hesitate to contact me. Thank you for your consideration.

Sincerely,
[SIGN HERE]
[TYPE NAME HERE]